

Amendments to the Claims:

1. (Currently Amended) A system for organization of ~~transmitting~~ signals for transmitting ~~thereof~~ to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category, comprising:

a central management server adapted to receive administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organize signals from a number of signal sources before transmission thereof to the subscriber receivers,

at least one client computer each having an interface towards the central management server and being adapted to produce administrative instructions for organizing a sub-set of the signals to be transmitted via the central management server, and

a transmission unit adapted to receive the signals and, in accordance with an organization scheme produced by the central management server transmit these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver.

2. (Previously Presented) A system according to claim 1, wherein the transmission unit is adapted to transmit the signals via a central signal distribution system.

3. (Previously Presented) A system according to claim 1 wherein each of the subscriber receivers comprises an interpreting unit having a user specific key representing a profile category of at least one user associated with the subscriber receiver, the interpreting unit being adapted to control the reception of a signal such that the key in combination with a piece of contents category information received with respect to a segment of the signal control the subscriber receiver to present a predetermined sub-segment transmitted via a particular transmission resource.

4. (Previously Presented) A system according to claim 1, wherein it comprises a return channel from at least one particular subscriber receiver of the subscriber receivers adapted to forward activity-monitoring information pertaining to signals having been presented in the particular subscriber receiver to the central management server, and the central management server is adapted to generate a compiled data set representing the activity-monitoring information.

5. (Previously Presented) A system according to claim 1, wherein at least one of at least one client computer comprises a means for manually entering activity-monitoring information pertaining to signals having been presented in one or more subscriber receivers, and based thereon produce a compiled data set representing the activity-monitoring information.

6. (Previously Presented) A system according to claim 4, wherein at least one of the at least one client computer is adapted to receive the compiled data set from the central management server, and produce the administrative instructions on basis thereof.

7. (Previously Presented) A system according to claim 1, wherein it comprises at least one billing unit adapted to produce billing information pertaining to a respective utilization of the transmission resources administrated by the central management server.

8. (Previously Presented) A system according to claim 1, wherein it comprises at least one auxiliary distribution channel adapted to transmit signals to the subscriber receivers outside the central management server.

9. (Previously Presented) A system according to claim 8, wherein the at least one auxiliary distribution channel includes at least one distribution resource in addition to the central signal distribution system.

10. (Previously Presented) A system according to claim 1, wherein the signals represent at least one of text information, acoustic information, image information and video information.

11. (Previously Presented) A system according to claim 1, wherein at least one of the subscriber receivers is represented by at least one of a TV-tuner, a satellite signal decoder, a computer and a broadband mobile communication terminal.

12. (Currently Amended) A client computer for organization of transmitting signals for transmitting thereof to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category, comprising:

a central management server adapted to receive administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organize signals from a number of signal sources before transmission thereof to the subscriber receivers,

at least one client computer each having an interface towards the central management server and being adapted to produce administrative instructions for organizing a sub-set of the signals to be transmitted via the central management server, a transmission unit adapted to receive the signals and, in accordance with an organization scheme produced by the central management server transmit these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

a graphical user interface adapted to present a time relationship between different signals to be transmitted on at least one channel over which the client computer has a management control.

13. (Previously Presented) A client computer according to claim 12, wherein the graphical user interface comprises a first graphical means adapted to, for each of the signals to be transmitted on the at least one channel, present the signal's contents category, and a second graphical means adapted to, for at least a sub-set of the signals to be transmitted on the at least one channel, enable a user to manipulate segments of each signal such that a particular sub-segment will be presented in each subscriber receiver of the subscriber receivers which has a profile category matching a contents category associated with the particular sub-segment.

14. (Previously Presented) A client computer according to claim 13, wherein the graphical user interface comprises a third graphical means adapted to, for at least a sub-set of the signals to be transmitted on the at least one channel, enable the user to select a suitable sub-segment for each of a number of profile categories for a segment of a signal.

15. (Previously Presented) A client computer according to claim 14, wherein the third graphical means comprises a selection means adapted to enable the user to, for each sub-segment select a profile category, wherein a default profile category is based on a compiled data set formed on basis of activity-monitoring information pertaining to signals having been presented in the subscriber receivers.

16. (Previously Presented) A client computer according to claim 14, wherein the third graphical means comprises a selection means adapted to allow the user to, for each sub-segment select a geographical area within which subscriber receivers will present the sub-segment, wherein a default geographical area is based on positional information pertaining to signals having been presented in the subscriber receivers.

17. (Previously Presented) A client computer according to claim 14, wherein the third graphical means comprises a selection means adapted to enable the user to, for each sub-segment select a priority level denoting a relative position of the sub-segment within a particular segment.

18. (Previously Presented) A client computer according to claim 12, comprising a compiler adapted to produce a preliminary organization of the signals on the at least one channel before transmitting corresponding administrative instructions to the central management server.

19. (Previously Presented) A client computer according to claim 18, wherein the graphical user interface comprises a fourth graphical means adapted to enable a user to manipulate the preliminary organization of the signals, and client computer comprises processing means adapted to, based on the user manipulations, produce administrative instructions to the central management server.

20. (Previously Presented) A client computer according to claim 12, wherein the signals represent at least one of text information, acoustic information, image information and video information.

21. (Currently Amended) A computer program product comprising directly loadable into the internal-an electronic computer readable storage memory of a storing computer executable instructions for organization of transmitting signals for transmitting thereof to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category, the executable instructions comprising:

first instructions means for receiving administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organizing signals from a number of signal sources before transmission thereof to the subscriber receivers,

second computer instructions means for producing administrative instructions for organizing a sub-set of the signals to be transmitted,

third computer instructions means for receiving the signals and, in accordance with an organization scheme, transmitting these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

fourth computer instructions means for controlling a graphical user interface to present a time relationship between different signals to be transmitted on at least one channel over which the computer program has a management control.

22. (Currently Amended) An electronic computer readable storage medium, having a program recorded thereon, wherein said program is adapted to organize transmission of transmit signals to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category and comprises:

first instructions means for receiving administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative

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instructions organizing signals from a number of signal sources before transmission thereof to the subscriber receivers,

second computer instructions means for producing administrative instructions for organizing a sub-set of the signals to be transmitted,

third computer instructions means for receiving the signals and, in accordance with an organization scheme, transmitting these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

fourth computer instructions means for controlling a graphical user interface to present a time relationship between different signals to be transmitted on at least one channel over which the computer program has a management control.